

The Spottter

Gym Tech Fitness Service's

Quarterly Newsletter

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Message From The Gym Tech Team

We at Gym Tech, hope this letter finds you well, and that you are getting ready for the beautiful spring weather ahead.

We would also like to take this opportunity to remind all of our customers and readers that the running surfaces of your treadmills are more important than most people think. The difference between a new running belt and deck and a worn running belt and deck is a major thing.

FRICITION. The less friction the treadmill has, the better. A worn belt and deck will cause more friction. More friction causes a motor to work harder, putting strain on the motor. This could cause the motor to go bad. The harder the motor has to work, the more power it needs. That means that more electricity is needed from the motor control board (MCB). More power running through the MCB causes premature wear and a possible burn out of the electronics. Finally, more power needed means a higher utility bill for your facility. It is much cheaper to keep a good running surface than it is to change either, a motor or electronics board. Not only is it cheaper but it is better for the overall health of the treadmill and your budget.



You should always perform maintenance on your treadmill to prolong the life of the belt and deck as well as the your overall safety and the health of the treadmill. This issue of The Spotter's DIY section explains exactly how to perform maintenance on your treadmill.

We hope you all have a great spring season!

Sincerely,

The Gym Tech Team



Double-Edged-Sublicensing-Sword

Sublicensing Technology to Competitors Offers Risks and Rewards for Fitness Equipment Manufacturers



When Technogym, Gambettola, Italy, introduced its Varios cross trainer last fall, some people thought it resembled Precor's AMT. And that is because the product uses technology sublicensed from Woodinville, WA-based Precor. Sublicensing technology from one equipment manufacturer to another is nothing new in the fitness industry. However, it is not something that many manufacturers want to admit they do - at least when they are the one sublicensing the technology from a competitor.

Cybex International, Medway, MA, does not sublicense its technology outside companies because it values its intellectual property and wants to maintain quality control over the consistency and precision of its products, even if that means foregoing possible revenue, the company said in a statement. The technology behind the equipment is so "uniquely defining" that Cybex does not want to risk putting it into someone else's hands where the quality assurance of the final product is beyond the company's control, according to the statement.

Similarly, Octane Fitness, Brooklyn Park, MN, has not sublicensed its technology to outside companies. From 2005 to 2007, a handful of companies approached Octane about purchasing a license as a way to break into the commercial sector, according to Tim Porth, executive vice president of product development and marketing and one of the company founders. Octane declined because it was beginning its expansion into the commercial market from the consumer market.

"They were direct competitors in our market," Porth said. "If it wasn't a direct conflict, then we would have..."

Continued on next page »

...considered it, but up to this point we have stayed away from licensing our patents."

Competitors also have approached Johnson Health Tech, which owns Matrix Fitness, about sublicensing, but other than sublicensing one of its eight brands to a major retailer in Canada, the Cottage Grove, WI-based company has avoided it. When deciding whether or not to sublicense its technology, Johnson Health Tech considers the nature of the competitor and the space and channel in which the competitor specializes, says Mark Zabel vice president of global marketing. Its also tries to determine whether it would make good business sense from a strategic and financial perspective.

The terms of a sublicense agreement are handled on an individual basis. Companies that sublicense their technology can protect their profitability by writing into the agreement that the sublicensee can't make changes to a particular technology. Otherwise, a competitor can beat a company at its own game if it can find a better or cheaper way to make a piece of equipment, Porth says.

Sublicenses often last for the term of a patent, which generally last between 17 to 20 years. After that, patents are in the public domain. However, technology may be sublicensed at any time during the patent term. "You'll never know where it will go," Porth says. "If you write the right deal up, you can

make a ton of money off of it, but it could also hurt your business. You have no control over the end result."

When a company decides to sublicense its technology, it is introducing a competitor in the space, which carries a risk, say Doug Johns, global marketing director for Precor. The company that is granting the sublicense, needs to be confident that the value it offers goes well beyond the specific patent on a product, and that its level of service is appealing so it can continue to compete.

"If there is a company that just has one technology, and that's the whole core of their business, and they give it up to other people, they might find themselves out of a job," Johns says. "You can't take it lightly."

Sublicensing technology to other companies has its drawbacks, but at the same time, multiple competitors in a particular category can bring more attention to the overall category, which can be good for business, Johns says. For example, in 1995, the **elliptical category did not even exist**, and now it is the second-largest equipment category behind treadmills.

Whether a manufacturer opts to sublicense its own technology or sign a sublicense agreement with another vendor, sublicensing ultimately has a significant impact on the health club industry. By selling innovative equipment, manufacturers can help health clubs attract and retain members. »

Fischbach, Florence. "Sublicensing Technology to Competitors Offers Risk and Rewards for Fitness Equipment Manufacturers." Club Industry. (2012)

Industry Trends

Generation X & Y Members Say Cost is Main Reason They Leave Their Health Club.

Members of Generation X and Y were more likely to belong to health clubs than other age groups, and like



other age groups, cost was their number one reason for leaving their club. According to "The IHRSA Trend Report: Fourth Quarter 2011 Executive Summary,"

17% of Generation X and 19% percent of Generation Y were health club members of the quarter ending Dec. 31, 2011.

Consistent with results from former members overall, cost is the number one reason Generation X and Y cite for leaving their health clubs. "I moved/the location was no longer convenient" was another common reason for leaving, with Generation X more likely to cite this reason than Generation Y.

The top five reasons Generation X & Y continued to use their clubs were overall health/well-being, convenient location, making progress with their personal goals, access to group exercise and fitness professionals, and **having fun**. Generation Y includes people from ages 21 to 30 while Generation X includes those from ages 31 to 45. »

Industry Trends

IHRSA Announces Health Club Trends for 2012

An increase in the number of people working out in health clubs is among the trends highlighted by International Health, Racquet and Sports Club Association (IHRSA) in its annual list.

IHRSA says that despite the economy and 16% of the American population belonging to a health club, membership has increased more than 10% over the past three years to more than 50.2 million members.

Three out of 10 Americans plan to increase spending in joining or rejoining a health club, according to results from the Physical Activity Council's annual participation study. Also, according to an IBISWorld market research report cited by IHRSA, the demand for gyms, and health clubs will continue to rise over the next five years, as the general public becomes more health-conscious and the aging population places a greater emphasis on staying fit.

The top 10 IHRSA health club trends for 2012 are:

1. More people working out in clubs.
2. Programming and certifications for baby boomers
3. Youth programming.
4. Social exercise.
5. Small group personal training.
6. Technology.
7. Conventional fitness options.
8. Corporate wellness benefits.
9. Body weight exercise.
10. Physician prescribed exercise. »

IHRSA
2012
CLUB TRENDS

Treadmill Maintenance

Keep your treadmill clean and in optimum shape with Gym Tech's maintenance schedule.

Medium Difficulty



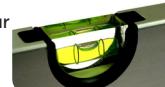
- Specific Tools Needed
- Repair Experience Recommended

A regular treadmill preventative maintenance schedule could mean the difference between years of reliable use of your expensive exercise equipment or disaster. The best way to avoid this unwanted scenario is to perform preventative maintenance.

Doing your own maintenance on your treadmill is not extremely difficult or time-consuming task and it's necessary if you want to protect your investment and prevent expensive treadmill repairs. When in doubt about any type of treadmill maintenance, you should contact either a certified repair technician such as Gym Tech Fitness Service or the manufacturer for details. Otherwise, the owner's manual that came with your machine will give you important information regarding the Dos and Don'ts when working on your machine.

Before You Plug It In

The best preventative maintenance begins before your treadmill's first use. First, **make sure the treadmill is level** - most models can make adjustments to compensate for an uneven floor.



To protect the computer and other electronic components in the console, the treadmill must be **plugged in to a surge protector and/or a grounded AC outlet**. You should place your machine on a floor mat, not to protect your carpet or flooring, but to



protect the treadmill motor from sucking up lint and debris when it's powered up and producing a static charge. Maintaining your treadmill with these two purchases together will cost less than \$50 but will help extend the life of the treadmill and avoid costly repairs later.

Daily

Remove excess accumulations of dust, dirt, and other substances by using a clean soft cloth and a liquid nonabrasive cleaner, such as Fitness Equipment Polish. Wipe down the display board, handrails, shroud (motor cover), removable safety switch, and heart rate grips.

Make sure sweat is removed from the treadmill everyday as this is the primary cause of rust on treadmills.



Do not spray any liquid directly onto the display board or heart rate grips, and never clean under the running belt with a liquid cleaner.



Inspect the running belt to insure that it is not sliding over to one side of the treadmill. If this is occurring the belt will eventually move so far over that it will rub against the frame of the treadmill resulting in the fraying or complete destruction of the belt.



If a treadmill belt is sliding over to one side of the treadmill **DO NOT attempt to rectify the problem yourself**. Call the manufacturer or a repair company such as Gym Tech Service to adjust it properly.

Ensure that the power cord is not under the treadmill and away from the elevation screws. This will prevent the power cord from being pinched or bind up the elevation screws.

Weekly

Vacuum the floor under and around the treadmill. Do so with the treadmill at its maximum elevation, or moved to another spot.



Be careful not to damage the power cord

Inspect the inside surface of the running belt and the top surface of the running deck for unusual wear.

Check whether the belt feels glazed (a smooth, almost melted appearance).

If the belt is glazed, the running belt will need to be replaced. If the belt is not replaced, over time this will create more friction resulting in an overworked motor that will significantly decrease the life span of the expensive motor and electronics.

Inspect the display and handrail screws for loosening and re tightening if necessary.

Test the treadmill in all of the user modes to insure proper function of the machine. Increase the speed and incline to ensure that everything is up to par.



When you have done this, use the emergency stop switch to stop the treadmill to ensure that the stop switch is working. If a stop switch ever fails to turn off the treadmill, contact a repair company such as Gym Tech Service. A failed stop switch is an extreme liability and someone can easily get injured if it is not working properly.

Inspect the treadmill for any broken parts. If anything is broken, contact a repair company like Gym Tech Service.

Treadmill Maintenance continues on next page...

Monthly

Power off and unplug the treadmill from the outlet socket and remove the shroud of the treadmill and vacuum around the motor and electronics.



Use a fine paint brush to dust the electronics and any areas that the vacuum will not get to. Carpeting has small metal pieces built into it to stop static shocks. When a carpet is walked on these little pieces of metal break off the carpet and become



airborne. If enough of these little pieces of metal cover the electronic board it can cause the lower board to fail resulting in the replacement of the electronics. Dust can also cause a lower board to fail resulting in replacement.

⚠️ Make sure the treadmill is turned off and unplugged when performing any maintenance inside the treadmill. Perform this inner cleaning/dusting every month, it is extremely expensive to replace a lower board. Lower Electronics range from \$350 to over \$1,000.

Inspect the drive belt for wear, cracks or frays. If the drive belt is damaged in any way, it will need to be replaced. If this part is damaged report it to an owner or manager so that they can make the proper arrangements to have it replaced. The drive belt is attached to the motor and the front roller.



If the treadmill is equipped with a DC motor, check the motor brushes for wear. There are usually two motor brushes. Remove the motor



brushes from the motor, and inspect them for proper length and re-install. **Make sure they go back in to the motor the exact same way they came out** or it will result in a faulty motor that will need to be replaced or repaired.

⚠️ Motor Brush installation is extremely important. Installation of motor brushes must be correct as motor repair and replacements can range from \$225 and exceed \$900.

Clean and lubricate the elevation lift system. The lift system is located under the treadmill and looks like a spiral. Wipe it down with a soft cloth, make sure nothing from the cloth falls off and stays on the lift system, as it will result in elevation failure. After the elevation screws are wiped off, spray them with Fitness Equipment Silicone Lubricant to reduce friction and prevent rust.



Inspect the wheels for proper function raise the treadmill using the elevation system and check them to ensure they are rolling smoothly and not getting caught on any lint, dust, hair, etc.

Quarterly

Wax the treadmill deck and belt. Every treadmill manufacturer has a different method to waxing their treadmill belt and deck.

⚠️ Most commercial grade treadmills purchased today do not require manual waxing anymore. Consult your owner's manual for more information regarding waxing and treadmill belt and deck maintenance.



White Power Wax can be purchased through Gym Tech. To apply the wax (1) lift the belt and sprinkle about a teaspoon in the front, middle and back. Do this on both sides of the treadmill. (2) Then blow the wax around the deck. (3) Wipe off the excess wax along the sides of the treadmill and then walk on the treadmill for 1 minute at 1-2 mph.

PRECOR & LANDICE Deck Lube that can be **Quinton NordicTrack** purchased through Gym Tech Deck lube should be applied under the belt, coating the entire deck.

⚠️ Older Life Fitness treadmills have a self-waxing system that does not require a manual wax. However, it is imperative that the wax nozzles are checked for clogs and cleaned every week.

LifeFitness The wax levels on older Life Fitness treadmills with the waxing system must be checked every quarter. **If at any time it falls below 20%, purchase a refill kit or call Gym Tech to refill the wax bag.** Procedures on checking and changing a Life Fitness wax bag were

featured in the Winter 2012 (Volume 1, Issue 2) newsletter. If you would like that sent to you please e-mail sal@gymtechservice.com

Treadmill maintenance is key to a long-lasting, trouble-free treadmill. The main culprit to costly repairs and a shortened treadmill life is usually a lack of proper maintenance. The simplest thing you can do is clean the treadmill and place it in an ideal location. Keeping the belt aligned and the deck lubricated will go a long way as well.



If you follow this simple maintenance schedule, you'll find that your treadmill will give you several years of enjoyment with very few, if any, headaches.

And always remember, to first consult your owner's manual for model, and manufacturer specific maintenance schedules.

Gym Tech specializes in fitness equipment maintenance, service and repairs. If you have any problems or would like to use us for your maintenance needs you can always reach us toll-free at 866-496-8324.



If you have any questions on our DIY section or would like to have the maintenance performed for you, please feel free to contact us.

We are always happy to help!
E-Mail: service@gymtechservice.com

Toll Free: 866-GYM-TECH

Treadmill Maintenance Kits

All treadmill maintenance kits are located at
<http://store.gymtechservice.com>



Prices (Includes S&H)	\$45.00 - \$185.00
Prices (Includes S&H)	\$37.50 - \$55.00
Prices (Includes S&H)	\$37.50 - \$60.00
Prices (Includes S&H)	\$37.50 - \$65.00
Prices (Includes S&H)	\$37.50 - \$59.00
Prices (Includes S&H)	\$37.50 - \$59.50
Prices (Includes S&H)	\$37.50 - \$59.50
Prices (Includes S&H)	\$45.00 - \$145.00



Strong • Smart • Beautiful

Spring Specials

Don't miss our Spring Specials for this issue. All the tools you would need in our DIY section are available!

Log onto GymTechService.com or Call **866-GYM-TECH** to order

We provide maintenance kits, parts, and service for almost all treadmill makes and models.

If you require a replacement running belt or maintenance kit e-mail service@gymtechservice.com or call 866-GYM-TECH to order for your make or model.

5% OFF

Life Fitness
Life Fitness Running Belts

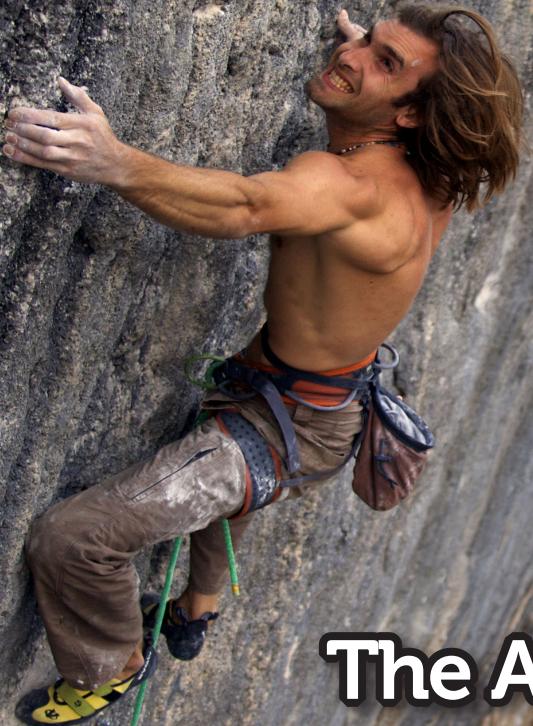


10% OFF **STAR TRAC**
Star Trac Running Belts



10% OFF **MATRIX**
strong • Smart • Beautiful
Matrix Fitness Running Belts





The Ascent of Mount Elliptical

Matrix's new A7xe Ascent Trainer continues to change the status quo

MORE INFORMATION

For more information on the Matrix A7xe Ascent Trainer and to view more of Matrix's equipment visit www.matrixfitness.com

WHERE TO BUY?

If you would like to hear from a sales representative feel free to e-mail sal@gymtechservice.com

FEATURES

- Integrated 15" touch screen display with FitTouch Technology for intuitive performance.
- Vista Clear Television Technology - the most vibrant picture quality in the industry.
- Compatible with iPod for video and audio playback, charging, and on-screen playlist selection.
- Compatible with Nike + iPod for simple workout tracking.
- Integrated 3-speed personal fan.
- Integrated WiFi data transmitter for use with the Asset Management System.
- Compatible with the immersing Virtual Active programming.
- Adjustable incline and resistance for greater workout variety.
- 20-24" adjustable stride length for increased range of motion.
- 8-13" step-over height engages glutes, hamstrings and core stabilizer muscles.
- Low 9.5" step-on height for easy accessibility.
- Self-powered system provides cost-savings and freedom of placement.

At Matrix, they believe in "better". They believe in creating solutions to real world problems that every club or fitness equipment owner has faced. They believe in approachable design, and innovation. It's this drive to innovate that inspires them to creatively solve the problems that many manufacturers ignore.

Matrix's goal was not to create another elliptical, it was to create the best fitness experience possible. They have listened to club owners, fitness equipment technicians and watched countless users, and with painstaking attention to detail, they have delivered a machine that out performs the rest.

What sets the new Ascent Trainer apart from the rest of the elliptical market is Matrix's exclusive Constant Rate of Acceleration delivering a perpetually smooth fluid motion for users. Matrix's patented suspension design eliminates wheels and tracks thus eliminating friction and maintenance of heavy parts.

The Ascent Trainer simulates the true contralateral movement that users experience while walking and running for the most natural feel available. The dual action handlebars provide a dynamic total body workout, while the increased stride fully engages glutes, hamstrings, and core stabilizer muscles for results your clients can see quickly.

By believing in "better" Matrix is reshaping the fitness industry. Once you experience the all new Matrix Ascent Trainer, you'll believe in "better" too.»



FitTouch™ Technology

Featured on the 7xe-series 15" integrated LCD screen, this touch screen interface inspires users of all levels and offers intuitive operation.



Vista Clear™ Television Technology

The Vista Clear™ Television Technology delivers the most crisp and vibrant digital display available.



Removable Disk

All Matrix Ascent Trainers & Suspension Ellipticals feature a removable disk for quick access and easy serviceability.



Variable Incline

Responsive incline adjustment and variable stride length make workouts on the Ascent more dynamic and motivational - engaging glutes, hamstrings and core stabilizer muscles.



Constant Acceleration Rate

Constant Rate of Acceleration and Matrix's patented suspension design delivers a perpetually smooth motion free of wheels and tracks.

Nike + iPod

NIKE + iPod for the Gym

Nike + iPod allows users to save their workout to their iPod and post them to nike-plus.com.

CONSOLE

Display Type	15" LCD Screen
Display Feedback	Time, Distance (KM/M), Calories, Calories per Hour, Speed, Incline, RPM, Heart Rate, METs, Watts, Dynamic Profile, Static Profile Display
Languages	English, German, French, Italian, Spanish, Dutch, Portuguese, Chinese, Japanese, Korean, Swedish, Finnish, Russian, Arabic
Resistance Range	1-25
Workouts	Manual, Rolling, Intervals, Fat Burn, Glute Training, Fit Test, Target HR, Constant Watts
Heart Rate Monitors	Contact & Wireless
Modes & Features	CSAFE, WiFi Asset Management, iPod Integration, Personal Fan, Virtual Active Ready, Manager Mode, Engineering Mode, Service Mode.

TECH SPECS

Stride Length	20-24"
Incline Range	24% - 54% (15" Range)
Resistance System	Brushless Generator
Minimum Watts	4 Powered / 57 Self-Powered
Minimum RPM	10 Powered / 25 Self-Powered
Electrical Requirements	Self-Powered / Powered 100V - 240V 50/60Hz
Assembled Dimensions	70" x 29.2" x 68.5" / 178cm x 74cm x 174cm
Assembled Weight	445 Lbs / 202.7 Kg
Shipping Weight	476 Lbs / 216.5 Kg
Maximum User Weight	400 Lbs / 182 Kg

WARRANTY

Frame Warranty	7 Years
Generator Warranty	5 Years
Parts / Labor Warranty	3 Year CAP
Wear Items; 90 Days Parts	iPod Cable, USB Port, Headphone Jack

Additions to the Gym Tech Team

Everyone at Gym Tech is excited to welcome our newest team, Jason Mei



Jason Mei

Everyone at Gym Tech is excited to welcome our newest team member **Jason Mei**. Jason and his family recently moved back to New York from Kansas so that he could be closer to his parents and siblings. **Jason has been in the fitness industry for over 20 years**. He has been **certified by almost every major manufacturer in the country** and although has had a career in mechanical engineering has always continued to work on fitness equipment for the last two decades.

Prior to coming to Gym Tech, Jason has worked at GE Energy in Kansas City. At the same time he was working for Planet Fitness in Overland Park, Kansas. At GE Energy, Jason was the Lead Product Development Engineer. While at GE, Jason received two **GE GEAR Awards** in recognition of over and above approach to helping solve manufacturing and technological problems.

While working at GE, Jason managed all aspects of Planet Fitness's equipment. That included, maintenance and repairs, as well as working with manufacturers to procure new equipment lines for the facility. **Over the past 6 years, Jason has applied and been awarded patents every year**. Jason contacted Gym Tech in early 2011 about coming to work with a premier fitness equipment company. Over the last year we have met several times and are happy to announce that Jason is now the newest member of the Gym Tech team.

Gym Tech is very happy to have Jason and we look forward to all of his contributions.



Gym Tech is a fitness equipment service company that focuses on repairs and preventative maintenance. We offer a **high level of service** by offering a guaranteed **48-hour response time** for repairs and an unparalleled preventative maintenance program. Our maintenance program goes beyond the manufacturer suggested maintenance schedule and therefore increases the life-span of your equipment!



Say Goodbye to "Out of Order"

Say Hello to Gym Tech

The Premier Provider of Fitness Equipment Services
Throughout the New York Tri-State Area.

Preventative Maintenance

Our preventative maintenance program is designed to keep your equipment working safely and efficiently and to limit the frequency of repairs through regular maintenance.

Repair Services

We are the most acclaimed fitness equipment service provider in the industry. Our commitment to superior service is demonstrated with every customer, every call, every day.

Rest Assured

You can rest assured that Gym Tech has THE BEST insurance coverage in the business. We make sure that all of our insurance companies have an A or better rating.

Many Other Services

Not only does Gym Tech lead in preventative maintenance and repairs, we also provide many other services such as: Delivery & Installation, Gym Layout & Design, Equipment Consulting & Sales, and Fitness Center Business Consulting Services.



866-GYM-TECH



www.gymtechservice.com

The Spotter



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